

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

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<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2003 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1.

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:  258  2002  PUBLIC INTEREST COMMUNICATIONS, INC. 7700 LEESBURG PIKE, SUITE# 301N FALLS CHURCH, VA 22043	Name and Address of Charitable Organization or Charitable Purposes: CT No. <u>33183</u> FEIN No. <u>52-1693387</u> <u>World Wildlife Fund, Inc.</u> Name of Charity <u>1250 24th Street, NW</u> Address of Charity <u>Washington, DC 20037</u> City, State, and ZIP Code of Charity
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TELEMARKETING

(Kind of Activity)

held (on) (from)

February 1, 2002 to January 31, 2003  
(Date or Dates must be shown)

### 1. REVENUE

- A. Cash Contributions  
B. Entertainment sales or admission charges  
C. Sales from products  
D. Advertisement sales  
E. Membership fees  
F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

### G. TOTAL REVENUE

772,686.90 A.  
\_\_\_\_ B.  
\_\_\_\_ C.  
\_\_\_\_ D.  
\_\_\_\_ E.  
\_\_\_\_ Fa..  
\_\_\_\_ Fb.  
\_\_\_\_ Fc.  
\_\_\_\_ Fd.

772,686.90 G.

### 2. EXPENSES

- A. Fees or commissions  
B. Salaries  
C. Payroll taxes  
D. Employee benefits  
E. Cost of merchandise for resale  
F. Cost of entertainment  
G. Postage  
H. Advertising  
I. Telephone  
J. Rental of equipment  
K. Facilities charge  
L. Permits  
M. Other expenses: (Specify) (See Attached)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

### N. TOTAL EXPENSES

\_\_\_\_ A.  
\_\_\_\_ B.  
\_\_\_\_ C.  
\_\_\_\_ D.  
\_\_\_\_ E.  
\_\_\_\_ F.  
\_\_\_\_ G.  
\_\_\_\_ H.  
\_\_\_\_ I.  
\_\_\_\_ J.  
\_\_\_\_ K.  
\_\_\_\_ L.  
\_\_\_\_ Ma.  
\_\_\_\_ Mb.  
\_\_\_\_ Mc.  
\_\_\_\_ Md.

534,102.18 N.

### 3. ~~Net to charitable organization or charitable purposes~~

234,584.72 3

### 4. (a) Is any officer, director, partner or owner of the Commercial Fund-raiser in any way affiliated with or control, directly or indirectly, the charitable organization for which Commercial Fund-raiser has contracted to solicit?

[ ] Yes [X] No If "yes", complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and Address of Charitable Organization	Relationship of officer, etc. To Charitable Organization

(b) For each affiliation identified under 4(a), attach copy of contract between commercial fund-raiser and charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

DAVID E. ANDELMAN, PRESIDENT  
Printed Name

2-25-03  
Title Date

This report must be signed by two officers of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Nancy Down  
Printed Name

CFO 3/5/03  
Title Date

Signature of authorized officer/director (Charity)

Patricia M. Finkle  
Printed Name

Controller 3/5/03  
Title Date

RECEIVED  
APR 14 2003  
Attorney General's  
Registry of Charitable Trusts

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**WORLD WILDLIFE FUND, INC.**  
**CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 470,403.12

Campaign Expenses

Personalization	\$ 4,255.00
Computer Services	\$ 4,711.11
Clerical/Miscellaneous	\$ 500.00
Number Searching	\$ 10,524.37
Postage	\$ 35,951.93
Production	\$ 11,345.85
State Registration	\$ 367.50
Overnight Delivery	\$ <u>43.30</u>

Total Campaign Expenses \$ 67,699.06

**TOTAL FEES AND EXPENSES..... \$ 538,102.18**